

APPLICATION OF CANDIAN ANTI-SPAM LEGISLATION (“CASL”) TO QUEEN'S UNIVERSITY ACTIVITIES

CASL DOES NOT APPLY	CASL DOES APPLY
Students	
<ul style="list-style-type: none"> • Recruiting students for University run courses and programs • Messages relating to student applications, admission or registration to University courses and programs • Providing information on University related administrative matters (e.g., schedules, policies, exams, course activity, closures) • Purchase of materials closely connected to academics (e.g., text books) • Promoting events closely connected to core activities of the University (student athletic events, student concerts, student art exhibits, career fairs, student run conferences) 	<ul style="list-style-type: none"> • Messages promoting non-University activities or programs to students (e.g., independent LSAT prep course, summer camps, study abroad programs) • Messages promoting purchase of products or services that do not have a close connection to the core activities of the University (e.g., bike share, branded merchandise in the bookstore, private gym membership)
Faculty & Staff	
<ul style="list-style-type: none"> • Recruiting faculty and staff to the University • Informing faculty and staff about issues closely connected to University activities (e.g., training sessions, employee benefits) 	<ul style="list-style-type: none"> • Messages promoting non-University activities or services to faculty and staff (e.g., professional sporting events, car share, discount travel) • Activities unrelated to the University's core mission (e.g., professional art exhibitions lacking a faculty or student component, children's summer camps)
Alumni	
<ul style="list-style-type: none"> • Communicating news about the University to alumni • Communicating with alumni for the purposes of fundraising for the University 	<ul style="list-style-type: none"> • Promoting third party products or services (insurance or credit card loyalty programs)
Research	
<ul style="list-style-type: none"> • Recruiting research subjects • Collecting research data • Communicating with the public or other researchers about research activities, research conferences or updates • Requesting research funding from funding agencies or sponsors 	<ul style="list-style-type: none"> • Communicating with third parties about licensing opportunities for the University's intellectual property • “Showcase” events designed to market the University's intellectual property to potential customers

- **Remember, even if CASL does apply to your message, you may still be able to send it if you have consent or if your message fits into one of the exemptions (e.g., promoting third party products to members of the Queen's University Alumni Association)**
- **If CASL does apply to your message, please follow the instructions in the section on “Taking Action for Compliance” here: [add url for guide]**
- **If you have any questions regarding the application of CASL to your activities, please contact Lisa Newton, University Counsel (ext 74024 or lisa.newton@queensu.ca)**